



# ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311323 /**  
 Original Date / Revision  
 09/17/12 09/19/12  
 Advertiser **Carmona / Democrat / US Se**

Product  
**Carmona for Arizona**  
 Agency Com 15%  
 Billing Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Sales Office EWSDC  
 Sales Region NAT  
 Agency Ref 2

Order Sep 00:13:00  
 Estimate # **1784**  
 Alt Order #  
 Billing Type Cash  
 Order Type GENERAL  
 Billing Cycle EOM/EOC  
 Billing Calendar BROADCAST  
 Demographic A25-54  
 Rev Codes POL POL CAND  
 Product Codes PL  
 Priority P-1  
 Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 175071

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	25%	43767
KPNX	25%	43767
KPPX	%	0
KSAZ	20%	35014
KTVK	16%	28011
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	81	\$20,833.50	\$24,510.00	0.00	08/27/12	09/24/12	81	\$20,833.50	\$24,510.00
Totals	81	\$20,833.50	\$24,510.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	5	\$50.00	P-6	0.00 NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -			5		\$50.00		0.00			
N 2	KNXV	09/18/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	3	\$225.00	P-3	0.00 NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -			3		\$225.00		0.00			
N 3	KNXV	09/24/12	09/24/12		CM	6am-7am	M- - - - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00



KNXV

Print Date: 09/19/12

Page 2 of 4

Contract / Revision **311323** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/19/12

Order Sep 00:13:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1784**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7am M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$150.00		0.00			
N 4	KNXV	09/18/12	09/21/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$225.00		0.00			
N 5	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$150.00		0.00			
N 6	KNXV	09/22/12	09/22/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S-					1	\$150.00		0.00			
N 7	KNXV	09/23/12	09/23/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$150.00		0.00			
N 8	KNXV	09/23/12	09/23/12	Su 8-9am ABC This Week	CM	8-9am	- - - - - S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$150.00		0.00			
N 9	KNXV	09/18/12	09/21/12	M-F 9am-10am Sonoran Living	CM	9am-10am	- TWTF - -	:30	4	\$50.00	P-6	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$50.00		0.00			
N 10	KNXV	09/24/12	09/24/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M- - - - -	:30	1	\$50.00	P-6	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$50.00		0.00			
N 11	KNXV	09/18/12	09/21/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$250.00		0.00			
N 12	KNXV	09/24/12	09/24/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$300.00		0.00			
N 13	KNXV	09/18/12	09/21/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	- TWTF - -	:30	4	\$80.00	P-6	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$80.00		0.00			
N 14	KNXV	09/24/12	09/24/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M- - - - -	:30	1	\$80.00	P-6	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$80.00		0.00			
N 15	KNXV	09/18/12	09/21/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	5	\$100.00	P-6	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					5	\$100.00		0.00			



KNXV

Print Date: 09/19/12

Page 3 of 4

Contract / Revision **311323** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/19/12

Order Sep 00:13:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1784**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	KNXV	09/18/12	09/21/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	5	\$100.00	P-6	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					5	\$100.00		0.00			
N17	KNXV	09/18/12	09/21/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	- TWTF - -	:30	4	\$175.00	P-6	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$175.00		0.00			
N18	KNXV	09/18/12	09/21/12	M-F 3pm-4pm Katie	CM	3pm-4pm	- TWTF - -	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$150.00		0.00			
N19	KNXV	09/24/12	09/24/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$150.00		0.00			
N20	KNXV	09/18/12	09/21/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$225.00		0.00			
N21	KNXV	09/24/12	09/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$150.00		0.00			
N22	KNXV	09/18/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$350.00		0.00			
N23	KNXV	09/18/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					3	\$450.00		0.00			
N24	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$200.00		0.00			
N25	KNXV	09/24/12	09/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$250.00		0.00			
N26	KNXV	09/18/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					3	\$450.00		0.00			
N27	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -					1	\$250.00		0.00			
N28	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KNXV

Print Date: 09/19/12

Page 4 of 4

Contract / Revision **311323** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/19/12

Order Sep 00:13:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1784**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -	4				\$500.00		0.00				
N29	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -	1				\$500.00		0.00				
N30	KNXV	09/23/12	09/23/12	Primetime Emmys Primetime Emmys	CM	5p-8p	- - - - - S	:30	1	\$4,500.00	P-6	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S	1				\$4,500.00		0.00				
N31	KNXV	09/23/12	09/23/12	Prime News News following Emmys	CM	8p-9p	- - - - - S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S	1				\$600.00		0.00				
N32	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -	3				\$850.00		0.00				
N33	KNXV	09/18/12	09/21/12	Nightline Nightline	CM	1035pm-1102pm	- TWTF - -	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -	3				\$350.00		0.00				
N34	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S-	1				\$450.00		0.00				
N35	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S	1				\$850.00		0.00				
N36	KNXV	09/18/12	09/21/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	- TWTF - -	:30	1	\$40.00	P-6	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -	1				\$40.00		0.00				
N37	KNXV	09/22/12	09/22/12	SA 530am-6am SA 530am-6am	CM	530am-6am	- - - - - S-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S-	1				\$45.00		0.00				
Totals													81	\$24,510.00	